



Derry Township School District Communications & Community Engagement Standing Committee Meeting Minutes October 16, 2014

Members in attendance:

Heidi Eby – Board Member (Chairperson)
Andrea Abruzzo – Board Member
Bruce Hancock – Board Member (attending for Chris Barrett)
Julie Neal – Board Member
Dan Tredinnick – Administration
Ann Rowland – Citizen Advisor
Ann Marie Schupper – Citizen Advisor

Members not in attendance:

Chris Barrett
Judd Mellinger-Blouch
Camille Bigles-Quirin

Public in attendance:

Andrea Loyd

1. Call to Order/Roll Call – 9:02 am

2. Review of Summary Minutes - Motion: Andrea Abruzzo, 2nd; Julie Neal

3. Old Business/Updates

3.1 Constituent Contact Form

Form has gone live & there have been no problems.

3.2 Trojan Quest

Schedule to go out once a month. New format identifying upcoming event was appreciated.

3.3 Committee Feature

Will be highlighting committees & their functions

3.4 Monthly Feature Column

Dan has had conversations with the Sun and has a confirmed schedule for pieces to appear once a month (towards end of month). The Sun has said that should there be an abundance of ads or a lot of news, our submission may be bumped to next addition. Our submissions are on a rotating basis from administrators (music, Superintendent, etc...).

3.5 Video

Four short videos have already been utilized since the beginning of school. Dan is trying to integrate more video content into the districts outreach tools with the community.

3.6 Policy 913

Postponed until next meeting

4. New Business

4.1 Mobile Application

This is another tool to add to our communications arsenal.

Dan reported that there is a remarkable difference in what vendors are providing for mobile apps.

Mobile apps for school districts are not very prevalent yet.

There was discussion about what kind of information should be available on a mobile app. This information varies widely from district to district for those that have a mobile app. (York City Schools is the closest district).

Some suggestions to include on the mobile included:

- Calendar of events

- Safety & cancellation issues

- Home Access (not currently available for mobile app)

- Lunch Menus (?)

- Moodle/Google docs/teacher sites ?

- Board contact info/community online submission form (link)

There is a difference between a mobile friendly website vs a mobile app. Our current website is mobile compatible. Our vendor that currently produces our website is also one that provides a mobile app. One plus to use them is that we don't have to worry about interfacing information since they already host our information.

The cost of a mobile app is \$2000-\$3500/year with some initial start-up costs.

5. Recognition of Public

5.1 Ann Rowland – United Way is again sponsoring Youth Day of Caring. In the past, 9 area schools (including LD) participated in this early Spring event. It is a day of volunteer activity for Juniors & Seniors. Ann wanted to know to whom she should contact to see if our students could participate.

6. Upcoming Meeting Dates

6.1 Thursday, November 20, 2014

6.2 Thursday, January 15, 2015

7. **Adjournment** – Motion: Andrea Abruzzo, 2nd, Julie Neal – 9:31am